

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Security Interest

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
GENETIC DENIM, LLC		06/25/2013	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	ROSENTHAL & ROSENTHAL OF CALIFORNIA, INC.
Street Address:	21700 Oxnard Street
City:	Woodland Hills
State/Country:	CALIFORNIA
Postal Code:	91367
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Serial Number:	85756827	GENETIC SKIN
Serial Number:	85749644	GENETIC
Serial Number:	85749642	GENETIC
Serial Number:	85463446	GENETIC DENIM
Registration Number:	4131171	GENETIC
Registration Number:	3215208	
Serial Number:	77931992	GENETIC DENIM
Registration Number:	3195495	GENETIC DENIM
Registration Number:	3212073	GENETIC DENIM

CORRESPONDENCE DATA

Fax Number: 2123563387
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
 Phone: 2123560972

OP \$240.00 85756827

Email: ASpalevic@rosenthalinc.com
Correspondent Name: ROSENTHAL & ROSENTHAL, INC.
Address Line 1: 1370 Broadway
Address Line 4: New York, NEW YORK 10018

NAME OF SUBMITTER:	Aleksandra Spalevic
Signature:	/Aleksandra Spalevic/
Date:	08/01/2013
Total Attachments: 2 source=IP Short Form - GD#page1.tif source=IP Short Form - GD#page2.tif	

SECURITY INTEREST

WHEREAS, GENETIC DENIM, LLC, a Limited Liability Company formed under the laws Delaware located at 1013 S. Los Angeles St., 9th Floor, Los Angeles, CA 90015 (the "Company"), has adopted, used and is using the marks annexed hereto as Schedule A (the "Marks"), and

WHEREAS, the Company is obligated to ROSENTHAL & ROSENTHAL OF CALIFORNIA, INC. (the "Factor") located at 21700 Oxnard Street, Woodland Hills, CA 91367, pursuant to a Factoring Agreement dated June 25, 2013, as amended and/or supplemented (the "Factoring Agreement"); and

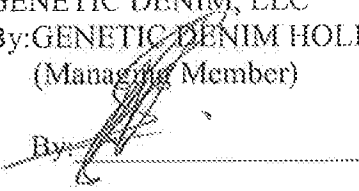
WHEREAS, the Company is seeking to increase its credit extension pursuant to the Factoring Agreement, and the Company is now granting to the Factor a security interest in the Marks, together with the good will of the business symbolized by the Marks;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Company does hereby grant to the Factor a security interest in and to the Marks, together with the good will of the business symbolized by the Marks, which security interest shall secure all the Obligations as defined in the Factoring Agreement and in accordance with the terms and provisions thereof.

The Company expressly acknowledges and affirms that the rights and remedies of the Factor with respect to the security interest granted hereby are more fully set forth in the Factoring Agreement.

Dated: JUNE 25, 2013

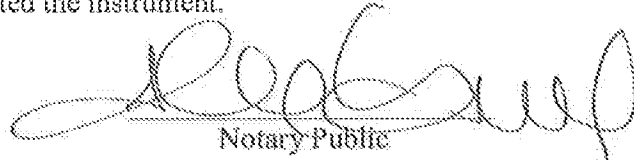
GENETIC DENIM, LLC
By: GENETIC DENIM HOLDINGS, INC.
(Managing Member)

By: 

Ali Fatourechi, President

MA
STATE OF CALIFORNIA)
SUFFOLK) ss.:
COUNTY OF CALIFORNIA)

On the 15 day of June, 2013 before me, the undersigned, personally came sworn, ALI FATOURECHI, that he is the President of GENETIC DENIM HOLDINGS, INC., which is the Managing Member of GENETIC DENIM, LLC, described in and which executed the foregoing instrument; that he executed the same in such capacity and that he had authority to execute such instrument and that by his signature on the instrument, the corporation duly executed the instrument.


Notary Public

